



# Karen Ramos Álvarez

UX LEAD · SENIOR PRODUCT DESIGNER

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## SUMMARY

UX lead and senior product designer with 11+ years designing complex products in regulated industries, including sports betting, ad tech, insurance, healthcare, and legal. Built and led a UX team of 8 at Penn Interactive, shipped enterprise features at Oracle Advertising, and led UX for an underwriting platform at Elpha Secure.

## EXPERIENCE

### Karen Ramos Digital

#### Senior Product Designer (Freelance)

Jul 2026 – Present · Remote

- Definition (since Jul 2026): Design product and web experiences for a healthcare client of a healthcare communications and consulting firm.
- Sparkbox (since Sep 2026): Design product experiences for an enterprise client of a consultancy that builds design systems for large organizations.

### Elpha Secure

#### UX Manager

Jan 2024 – Jan 2026 · Remote

- Led UX for an internal underwriting platform used by a 12-person team, including the COO, Chief Underwriting Officer, and underwriting leads, to review, quote, and manage cyber insurance policies for small businesses sold through brokers.
- Led the platform redesign into a single system for client tracking, forecasting, quoting, quote issuance, and email, work split across HubSpot, the quoting tool, and a back-end policy system.
- Designed compliance document management to surface the endorsements and documents each policy required based on form inputs such as NAICS code, industry, premium, and location.
- Partnered with the Head of Product, Engineering, Underwriting, and Sales & Marketing on product direction and priorities.
- Managed and mentored a product designer through design reviews, feedback, and career development.

### Elpha Secure

#### Senior Product Designer

Feb 2023 – Jan 2024 · Remote

- Designed and shipped features across cyber insurance and cybersecurity products, including backup management for the company's security software.
- Designed underwriting, broker, reporting, and operational workflows for the insurance platform.

### Oracle Advertising

#### Principal Product Designer

Nov 2021 – Feb 2023 · Remote

- Led UX initiatives to unify experiences across multiple acquired ad-tech products on Oracle's advertising platform.
- Designed and shipped Campaign Measurement, giving advertisers a visual snapshot of campaign performance inside Campaign Manager instead of exported reports.
- Redesigned campaign creation around advertiser workflows, consolidating five tabs into a single page.
- Facilitated workshops across three product teams, including Campaign Manager and Audience, to align on a shared definition of audiences.
- Designed within Oracle's Redwood Design System for consistency across complex enterprise products.

### Penn Interactive (Barstool Sportsbook & Casino)

#### UX Lead

May 2020 – Oct 2021 · Remote

- Built and led a UX team that grew from 2 to 8 people across product design, user research, and content strategy.

- Led design across web, iOS, and Android; the app ranked #1 among sports and betting apps in the App Store on launch weekend, with 63,000 downloads and a 4.8 rating one month in.
- Established the design process from discovery to release QA, including intake and sprint integration.
- Introduced a company-wide research program with two-week sprints and open readouts for Product, Engineering, Marketing, and Leadership.
- Created a pod-based team structure aligned to business lines and initiated a design system.

## **Penn Interactive (Barstool Sportsbook & Casino)**

UX/UI Designer

Nov 2019 – May 2020 · Philadelphia, PA

- Redesigned the bet slip and event screens ahead of launch, designing around the data provider's API and live-feed edge cases.

## **Morgan Lewis**

UX Designer

Jun 2018 – Nov 2019 · Philadelphia, PA

- Designed a self-serve SharePoint CMS that let content managers publish events without a developer, plus event registration, guest check-in, and a mobile donation app for a global law firm with 32 offices.
- Contributed to employee research and search and page concepts for the firm's intranet.

## **SapientRazorfish**

Senior UI Designer

Dec 2017 – Mar 2018 · Philadelphia, PA

- Designed Comcast Business account screens on a new design system and removed two steps from paperless billing sign-up.

## **Young & Rubicam**

Art Director

May 2016 – Oct 2017 · San Juan, PR

- Art directed websites, landing pages, and digital campaigns for clients including Hershey's and MMM.
- Restructured a Medicare Advantage plan's 70+ page site into accessible templates for seniors and caregivers that met Medicare marketing rules and Section 508.

## **KIS Digital**

Visual Designer

Jan 2016 – May 2016 · San Juan, PR

- Designed campaigns, landing pages, microsites, email, and social content for FirstBank, Pfizer Consumer Healthcare, Glade, and Huggies.
- Designed and photographed a Pfizer campaign site celebrating its Puerto Rican workforce.

## **KIS Digital**

Graphic Designer (Contract)

Dec 2014 – Jan 2016 · San Juan, PR

- Contributed page designs and information architecture to FirstBank's SharePoint website redesign, and designed campaign assets for agency clients.

## **EDUCATION**

**Bachelor of Fine Arts (BFA), Design & Digital Arts** · Escuela de Artes Plásticas y Diseño de Puerto Rico

## **CERTIFICATIONS**

**NN/g UX Certification, UX Management specialty** · Nielsen Norman Group · 2021 · UXC# 1046106

## **SKILLS**

**Core:** Product design, UX strategy, user experience (UX), interaction design, information architecture, user research, usability testing, prototyping, wireframing, design systems, accessibility (WCAG, Section 508), workshop facilitation, design leadership, team leadership, mentoring, DesignOps, enterprise UX, B2B SaaS, mobile apps, responsive web design, data visualization, visual design

**Tools:** Figma, Axure RP, Miro, Jira, Confluence, Zeplin, SharePoint, Adobe Creative Suite, ChatGPT, Claude

**Industries:** Sports betting, ad tech, insurtech, healthcare, pharma, banking, legal, telecom

**Languages:** English, Spanish